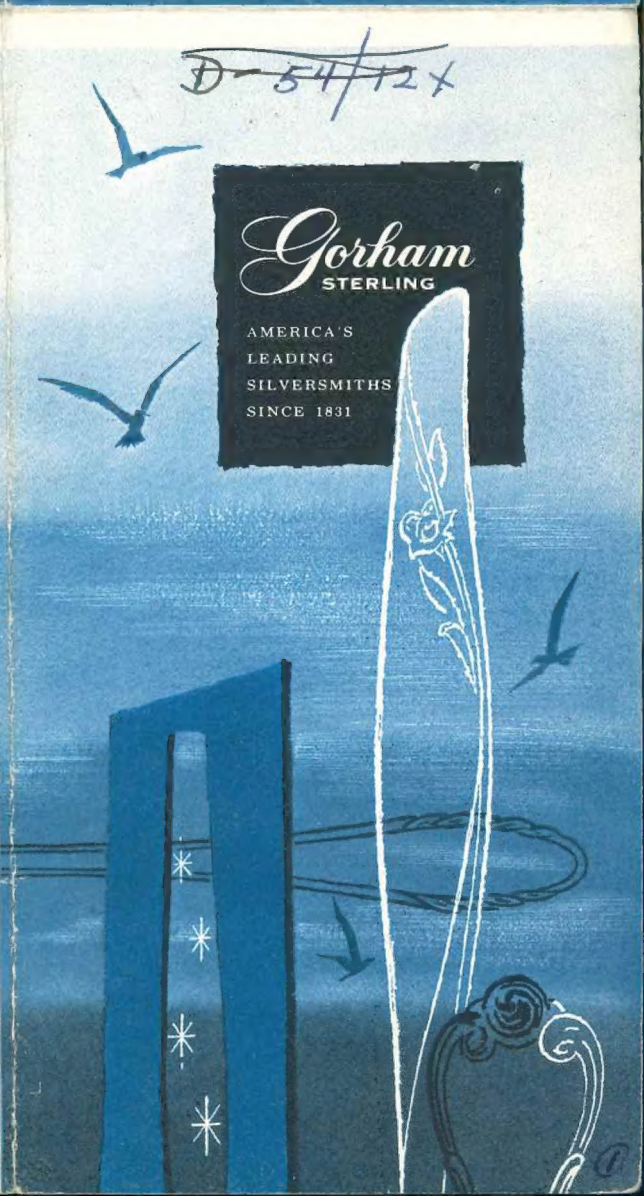


~~D-54/12+~~

*Gorham*  
STERLING

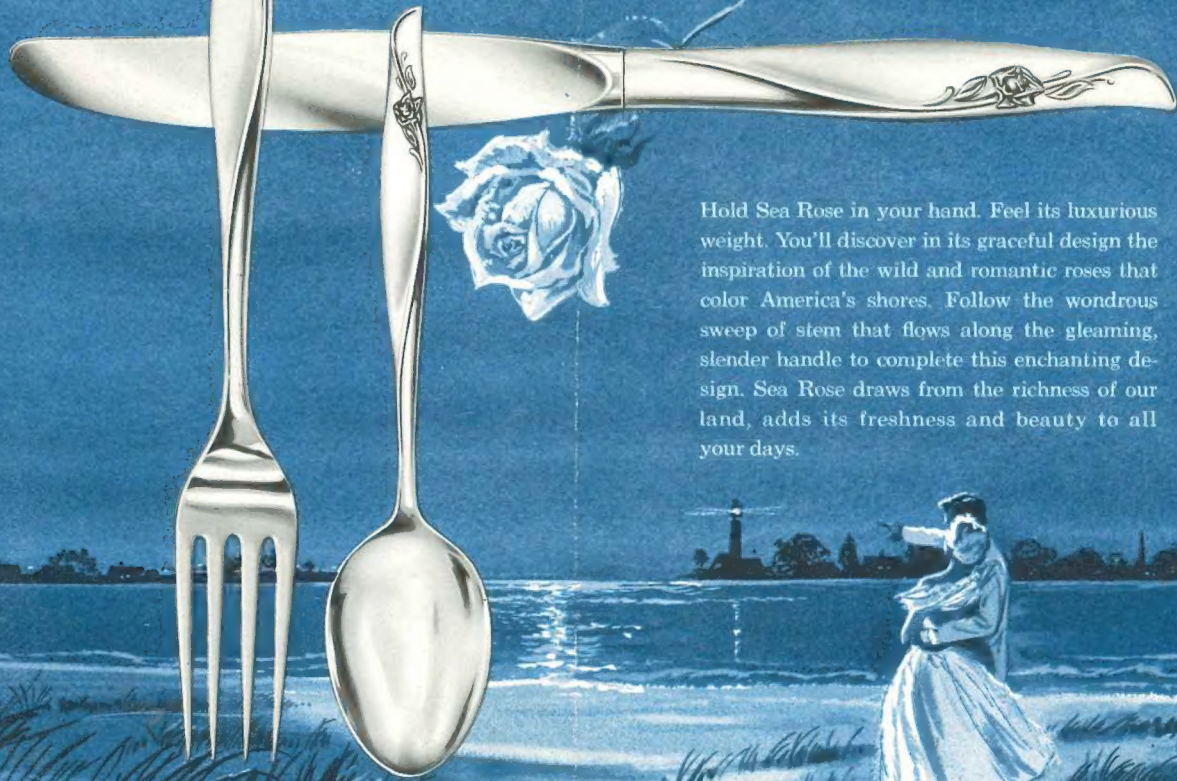
AMERICA'S  
LEADING  
SILVERSMITHS  
SINCE 1831



2

THE NEW AMERICAN LOOK IN STERLING

# Sea Rose



Hold Sea Rose in your hand. Feel its luxurious weight. You'll discover in its graceful design the inspiration of the wild and romantic roses that color America's shores. Follow the wondrous sweep of stem that flows along the gleaming, slender handle to complete this enchanting design. Sea Rose draws from the richness of our land, adds its freshness and beauty to all your days.

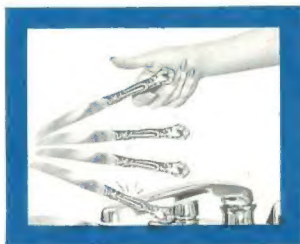


3

## About Gorham Sterling ... and YOU!

When you select Gorham, you are buying sterling by America's Leading Silversmith since 1831. The very name Gorham is synonymous with sterling throughout the world. There is, in fact, more Gorham sterling gracing American tables than any other brand.

Many of the Gorham patterns have matching sterling holloware . . . identical in design and beauty to your sterling flatware.



**Practical,  
too . . .**

Gorham sterling knife handles are made in one piece from a seamless silver tube. This exclusive method insures that your Gorham knives will not rattle, will resist denting if you accidentally drop them, and will never discolor at the seams — simply because there are no seams. The blades will never loosen, even when washed in an automatic dishwasher.

All patterns shown in this folder are in open stock so it's easy to fill in and add to your service. Gorham patterns are always available, except, of course, during national emergencies. Gorham sterling is sold at better stores throughout the country.

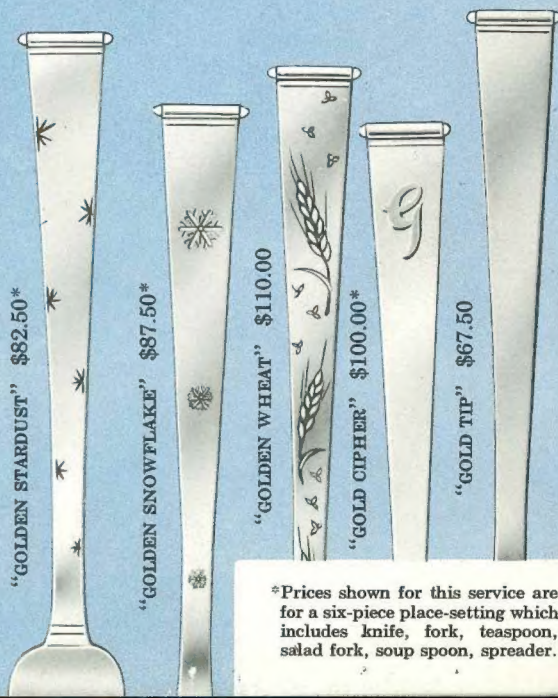
4

## THE ULTIMATE IN FLATWARE...

### *Gorham* Thread of Gold Series

Here, in these masterpieces of modern design, is the best expression of Gorham craftsmanship. All five elegant designs are hand-decorated sterling of luxurious weight with a hand-applied tip of 18-karat gold on sterling.

So you see, whatever your wishes are in sterling flatware, you will find their fulfillment in a design created by the Gorham artisans who have produced the "Thread of Gold Series" and all the other glamorous Gorham patterns illustrated on the inside pages . . . men and women who have a tradition of making silver speak from one generation to another.



"GOLDEN STARDUST" \$82.50\*

"GOLDEN SNOWFLAKE" \$87.50\*

"GOLDEN WHEAT" \$110.00

"GOLD CIPHER" \$100.00\*

"GOLD TIP" \$67.50

\*Prices shown for this service are for a six-piece place-setting which includes knife, fork, teaspoon, salad fork, soup spoon, spreader.

Use your Gorham  
sterling serving pieces  
in many ways, to serve  
a variety of foods . . .

*They're so  
practical*

**TOMATO OR FLAT SERVER** — used for tomatoes, on-toast dishes, eggs, salad portions.



**BONBON OR NUT SPOON** — for candies, nuts, canapes of certain types.



**BUTTER SERVING KNIFE** — for butter dish . . . cheese, jams, jelly, etc.



**SUGAR SPOON** — appropriate for small sauce or dressing bowls as well as for sugar bowls.



**CHEESE SERVING KNIFE** — cuts brick cheeses, serves sliced cheeses, molded jellies.



**CREAM OR SAUCE LADLE** — for whipped cream, dressing, cream sauce bowls.



**GRAVY LADLE** — for sauces, gravy, dressings, served in either gravy boats or bowls.



**LEMON FORK** — for lemon, orange, lime slices, hors d'oeuvres.



**OLIVE OR PICKLE FORK** — for olives, pickles, lemon slices; as a butter pick.



**SUGAR TONGS** — for sugar cubes or candy.



**JELLY SERVER** — for jellies, preserves, cream or cottage cheese, relishes.



**CAKE BREAKER** — cakes that tear and crumble under a knife, yield gracefully under this ingenious cutter.



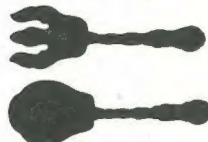
**SALAD SERVING SET**, Black Plastic with sterling handles, 2-pc. — in "curveline" design that makes for easy serving, especially of tossed salads.



**PIE OR CAKE SERVING KNIFE** — essential to serve pies and cakes; also aspics and frozen desserts.



**SALAD OR SERVING FORK**, large — **SALAD OR SERVING SPOON**, large — formal pair for salads, as well as for general serving purposes; sliced meats, fricassees, meat pies, stuffed vegetable dishes, etc.



**TABLE OR SERVING FORK**, pierced — use with or without the tablespoon to serve cold meats, chops, escaloped or a la king foods, salads.



**TABLE OR SERVING SPOON** — almost any meal calls for several of these, used to serve anything from vegetables to berries, salads and sauces.



**COLD MEAT OR BUFFET FORK** — serves sliced meats, chops, cutlets — with tablespoon makes an all-purpose serving set.



**PASTRY SERVER** — for individual pastries and for serving ice cream slices.





## CHANTILLY

One of America's most popular designs (named for a famous French chateau) and a superb adaptation of Louis XV style, Chantilly is a cultured pattern designed entirely of suave, graceful curves.

## STRASBOURG

One of America's loveliest designs, Strasbourg finds its inspiration in a lush, luxurious period of decorative art, the French Rococo period.

## RONDO

A rhythmic design of moving lights in three repeating themes (like the musical form of the Rondo) which rise to a crescendo ending in a graceful French scroll.

## ENGLISH GADROON

Outlined with a rich gadroon edge, familiar as a Georgian decorative motif, English Gadroon is formal, aristocratic—an authentic 18th Century design.

## BUTTERCUP

A design with a profusion of delicately-wrought, naturalistic meadow flowers. Truly Victorian, with all the sentimentality and minute detail which characterize that period.

## MELROSE

Masterfully carved with sturdy American lines. Melrose recaptures the beauty of old rosewood carvings from the Melrose mansion in Natchez, Mississippi.

## PLACE-SETTING PIECES

	Greenbrier	Camellia Lyric	Buttercup Chantilly Etruscan Fairfax Lily of the Valley Rondo	Eng. Gadroon King Edward Strasbourg	Melrose	Décor	Sea Rose Celeste Stardust Theme Willow
Teaspoon	3.75	4.25	4.50	4.75	5.75	6.00	4.75
Place Knife	5.75	6.25	6.50	7.25	7.50	8.50	7.25
Place Fork	6.00	6.50	6.75	7.75	9.25	10.00	8.00
Place Knife, Large	7.00	7.50	7.75	8.25	8.75	9.75	.....
Place Fork, Large	8.00	8.75	9.50	10.50	11.75	13.00	.....
Place Spoon (for Soup, Cereal, Dessert)	.....	.....	.....	.....	.....	.....	6.50
Salad, Pastry or Fish Fork	5.25	5.75	6.25	7.00	7.50	8.75	6.75
Cream Soup Spoon	5.00	5.50	6.00	6.50	7.00	8.00	.....
Spreader (Flat Handle)	4.00	4.50	5.00	5.50	5.50	6.25	.....
Spreader (Hollow Handle)	4.00	4.50	5.00	5.50	5.50	6.25	5.50
WITH PLACE KNIFE AND FORK:							
6-PC. PLACE-SETTING	29.75	32.75	35.00	38.75	42.50	47.50	38.75
5-PC. PLACE-SETTING	25.75	28.25	30.00	33.25	37.00	41.25	33.25
4-PC. PLACE-SETTING	20.75	22.75	24.00	26.75	30.00	33.25	26.75
WITH PLACE KNIFE AND FORK, LARGE:							
6-PC. PLACE-SETTING	33.00	36.25	39.00	42.50	46.25	51.75	.....
5-PC. PLACE-SETTING	29.00	31.75	34.00	37.00	40.75	45.50	.....
4-PC. PLACE-SETTING	24.00	26.25	28.00	30.50	33.75	37.50	.....

## OTHER PLACE PIECES

Cocktail or Oyster Fork	3.75	4.25	4.50	4.75	5.00	5.75	4.75
Coffee or Cocktail Spoon	2.50	2.75	2.75	2.75	3.00	3.50	2.75
Dessert or Place Spoon	6.00	6.50	7.00	7.25	8.25	10.00	.....
Grapefruit, Orange or Melon Spoon <sup>1</sup>	.....	.....	6.00	6.25	7.00	8.00	5.00
Ice Cream Fork <sup>2</sup>	.....	.....	6.00	6.50	7.00	8.00	.....
Iced Beverage Spoon	5.00	5.50	6.00	6.50	7.00	8.00	6.50
Salt Spoon, Individual, Gilt	1.75	2.00	2.00	2.00	2.25	2.25	2.00
Soup Spoon	.....	.....	.....	.....	8.25	.....	.....
Steak Knife, Individual	7.00	7.50	7.75	8.25	8.75	9.75	8.25

## SERVING PIECES

Bonbon or Nut Spoon	5.00	5.50	6.00	6.25	7.00	8.75	5.00
Butter Serving Knife (Flat Handle)	8.00	8.75	9.00	9.50	10.00	11.00	.....
Butter Serving Knife (Hollow Handle)	7.00	7.50	8.00	8.25	8.75	10.00	8.25
Cake Breaker	9.50	10.50	11.00	11.00	11.75	13.50	11.00
Carving Set, Knife and Fork	35.00	42.50	42.50	42.50	45.00	46.50	27.50
Carving Steel	17.50	21.25	21.25	21.25	22.50	23.25	.....
Carver's Assistant	.....	.....	.....	.....	.....	.....	13.75
Slicer	.....	.....	.....	.....	.....	.....	13.75
Cheese Serving Knife	6.00	6.50	7.00	7.00	7.50	9.25	7.00
Cold Meat or Buffet Fork	12.50	13.75	15.00	15.00	16.50	17.75	13.75
Cream or Sauce Ladle	7.00	7.50	7.75	8.00	9.25	10.50	8.75
Gravy Ladle	12.00	13.00	13.75	14.75	15.50	17.75	14.75
Jelly Server	6.50	7.00	7.50	7.75	8.75	10.00	7.75
Lemon Fork	4.25	4.50	4.75	5.00	5.75	6.00	4.50
Olive or Pickle Fork	4.75	5.25	5.75	6.00	6.75	8.25	5.75
Pastry Server	10.75	11.75	12.50	12.50	13.75	14.75	12.50
Pie or Cake Serving Knife	10.75	11.75	12.50	12.50	13.75	14.75	12.50
Punch Ladle	65.00	70.00	70.00	75.00	85.00	87.50	67.50
Salad or Serving Fork, Large	15.00	16.75	18.75	19.75	22.50	25.00	19.75
Salad or Serving Spoon, Large	15.00	16.75	18.75	19.75	22.50	25.00	19.75
Salad Serving Set, Black Plastic, 2 pc.	15.00	15.00	16.50	16.50	18.00	18.50	16.50
Steak Set, Knife and Fork	20.00	22.50	22.50	22.50	25.00	27.50	22.50
Sugar Spoon	6.00	6.50	7.00	7.50	8.75	11.00	7.50
Sugar Tongs <sup>3</sup>	7.75	8.50	9.25	9.50	10.00	12.00	11.00 <sup>3</sup>
Table or Serving Fork, Pierced	10.25	11.25	12.50	12.75	15.00	16.50	13.75
Table or Serving Spoon	10.25	11.25	12.50	12.75	15.00	16.50	13.75
Tomato or Flat Server <sup>3</sup>	13.75	15.00	16.50	17.50	18.50	22.50	18.75 <sup>3</sup>
Tomato or Flat Server, Small <sup>3</sup>	.....	.....	.....	.....	.....	.....	10.00 <sup>3</sup>

## SPECIALTIES

Infant Feeding Spoon <sup>4</sup>	4.00	4.25	4.75	4.75	5.00	.....	4.75
Two-Piece Baby Set <sup>4</sup>	6.00	6.50	7.00	7.00	7.00	.....	7.00
Three-piece Child's Set <sup>5</sup>	.....	15.75	16.50	16.50	.....	.....	.....
Tea Bell	9.25	9.25	9.25	9.25	9.75	10.00	.....

## SEA ROSE

A design that reflects the enchantment of the rolling sea and the fresh, wild beauty of a rose in bloom ... the new American look in sterling.

## STARDUST

A quietly sophisticated design with incised decoration inspired by nature. In this exquisite sterling, you can see what you wish ... the delicacy of a snowflake, the sparkle of stars and diamonds.

## CELESTE

A blend of incised design in typical American tradition ... with contemporary shape and balance in heavyweight sterling.

## WILLOW

A design that borrows fluid grace and sophisticated use of a simple nature form from the Far East ... slender, delicate, with brilliant finish.

## CAMELLIA

With its ornamentation derived from the delicate lace pattern of a Spanish shawl, Camellia's softly gleaming center panel provides balance for the sparkling lights of the lacy edge.

## GREENBRIER

This design expresses the hope and strength of youth in the growth of a flower from bud to full bloom through graceful, rhythmic lines interspersed with delicate flowers.

## LYRIC

This design was inspired by the play of soft light on a woman's coronet braid; Lyric satisfies the modern demand for clarity of line and form in sterling flatware.





## MELROSE

Masterfully carved with sturdy American lines. Melrose recaptures the beauty of old rosewood carvings from the Melrose mansion in Natchez, Mississippi.



## KING EDWARD

Skillfully decorated in Thomas Chippendale's highly detailed French manner, King Edward's air of richness makes it appropriate with other traditional or period appointments.



## DECOR

A pierced design of flow and action with jewel-cut ornament, Decor combines texture and gleam in an exotic motif of contrasting light and accent.



## ETRUSCAN

A pattern that uses the familiar "Greek Key" architectural motif translating classic formality into a well-proportioned design for the modern home.



Salad or Serving Fork, Large	15.00	16.75	18.75	19.75	22.00	25.00	19.75
Salad or Serving Spoon, Large	15.00	16.75	18.75	19.75	22.50	25.00	19.75
Salad Serving Set, Black Plastic, 2 pc.	15.00	15.00	16.50	16.50	18.00	18.50	16.50
Steak Set, Knife and Fork	20.00	22.50	22.50	22.50	25.00	27.50	22.50
Sugar Spoon	6.00	6.50	7.00	7.50	8.75	11.00	7.50
Sugar Tongs <sup>3</sup>	7.75	8.50	9.25	9.50	10.00	12.00	11.00 <sup>3</sup>
Table or Serving Fork, Pierced	10.25	11.25	12.50	12.75	15.00	16.50	13.75
Table or Serving Spoon	10.25	11.25	12.50	12.75	15.00	16.50	13.75
Tomato or Flat Server <sup>3</sup>	13.75	15.00	16.50	17.50	18.50	22.50	18.75 <sup>3</sup>
Tomato or Flat Server, Small <sup>3</sup>							10.00 <sup>3</sup>

## SPECIALTIES

Infant Feeding Spoon <sup>4</sup>	4.00	4.25	4.75	4.75	5.00		4.75
Two-Piece Baby Set <sup>4</sup>	6.00	6.50	7.00	7.00	7.00		7.00
Three-piece Child's Set <sup>5</sup>		15.75	16.50	16.50			
Tea Bell	9.25	9.25	9.25	9.25	9.75	10.00	

### 16-PC. BASIC SET FOR 4

Four 4-piece place-settings

▲ (4-pc. place-setting: Teaspoon, Place Knife, Place Fork and Salad Fork)

83.00 91.00 96.00 107.00 120.00 133.00 107.00

### 30-PC. AT-HOME SET FOR 6

Six 5-piece place-settings

■ (5-pc. place-setting: Teaspoon, Place Knife, Place Fork, Salad Fork and Cream Soup Spoon)

154.50 169.50 180.00 199.50 222.00 247.50 199.50

### 48-PC. HOSTESS SET FOR 8

Eight 6-piece place-settings

● (6-pc. place-setting: Teaspoon, Place Knife, Place Fork, Spreader, Salad Fork and Cream Soup Spoon)

238.00 262.00 280.00 310.00 340.00 380.00 310.00

### 72-PC. PARTY SET FOR 12

Twelve 6-piece place-settings (Place Size)

357.00 393.00 420.00 465.00 510.00 570.00 465.00

<sup>1</sup>Made only in Chantilly, Strasbourg, Melrose, Willow and Décor.

<sup>2</sup>Made only in Chantilly, Strasbourg, Melrose and Décor.

<sup>3</sup>Sea Rose Tomato Server \$16.50 (Not made in small size.) Sea Rose Sugar Tongs \$9.25.

<sup>4</sup>Not made in Décor, English Gadroon, Etruscan, Theme.

<sup>5</sup>Made only in Buttercup, Camellia, Chantilly, Fairfax, Lyric, Strasbourg.

Prices include 10% Fed. Tax and are subject to change without notice.

## It's Easy To Own Gorham Sterling

Simply start with a single spoon, a place-setting or even better, service for two. Then add whenever you want to. Gorham place-settings for four, six, or eight can be yours for life at no more than you pay for a short-lived major appliance.

Use our easy budget plans to buy one of the above basic sets—or your own combination of pieces. Start using your own Gorham sterling pattern now and enjoy the thrill of adding to it.

**Gorham**  
STERLING  
®™\*

\*Trademark.

## GREENBRIER

This design expresses the hope and strength of youth in the growth of a flower from bud to full bloom through graceful, rhythmic lines interspersed with delicate flowers.



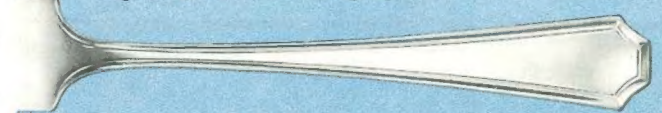
## LYRIC

This design was inspired by the play of soft light on a woman's coronet braid; Lyric satisfies the modern demand for clarity of line and form in sterling flatware.



## FAIRFAX

Inspired by a Sheraton chair found in Fairfax Manor, Virginia, the crisply modeled lines of Fairfax capture the essence of simple good taste.



## THEME

A design embodying the classic simplicity of the clean-swept American look in sterling.



## LILY OF THE VALLEY

A combination of a realistic nature motif with the simplicity of modern art in asymmetrical design.





6

# YOUR GUIDE TO BUY

Pattern \_\_\_\_\_

	QUANTITY	PRICE EACH	TOTAL
—pc. Place-setting .....			
—pc. Service for — .....			
Teaspoon .....			
Cocktail or Oyster Fork .....			
Coffee or Cocktail Spoon .....			
Iced Beverage Spoon .....			
Bonbon or Nut Spoon .....			
Butter Serving Knife .....			
Carving Set, Knife and Fork .....			
Cheese Serving Knife .....			
Cold Meat or Buffet Fork .....			
Cream or Sauce Ladle .....			
Gravy Ladle .....			
Jelly Server .....			
Lemon Fork .....			
Olive or Pickle Fork .....			
Pie or Cake Serving Knife .....			
Sugar Spoon .....			
Table or Serving Fork, Pierced .....			
Table or Serving Spoon .....			
OTHER .....			
.....			

SALESPERSON \_\_\_\_\_

TELEPHONE NUMBER AND EXTENSION \_\_\_\_\_

9/15/1958

## WOODWARD & LOTHROP

The Silver Room, First Floor

WASHINGTON 13, D. C.